SMSimpi User Manual

www.SMSimpi.co.za

Contents

1. Register as a SMSimpi User 4
2. Log in as User 5
3. Update my details 6
4. Change password 7
5. Send SMS 7
   - 5.1 Purchase SMSimpi Credits 8
   - 5.2 Edit Contacts 10
     - 5.2.1 Add new contact/s 10
     - 5.2.2 Load contacts from file 11
     - 5.2.3 Add new contact group 12
   - 5.3 Copy, delete and modify SMS contacts 13
   - 5.4 Send single SMS 13
   - 5.5 Send SMS to group 14
   - 5.6 Send bulk SMS from file 14
   - 5.7 Delivery schedule 16
6. SMS Reports 17
   - 6.1 SMS Stats 17
   - 6.2 Sent SMS 18
   - 6.3 Replies to my SMS 19
   - 6.4 SMS Inbox 19
7. SMS campaigns 20
   - 7.1 Campaign Dashboard 20
   - 7.2 New Campaign 21
   - 7.3 Manage Campaign 26
   - 7.4 Campaign Reports 26
     - 7.4.1 Received SMS for Campaign 26
     - 7.4.2 Random Winner 27

Who is Stouf Communications (Pty) Ltd? 28

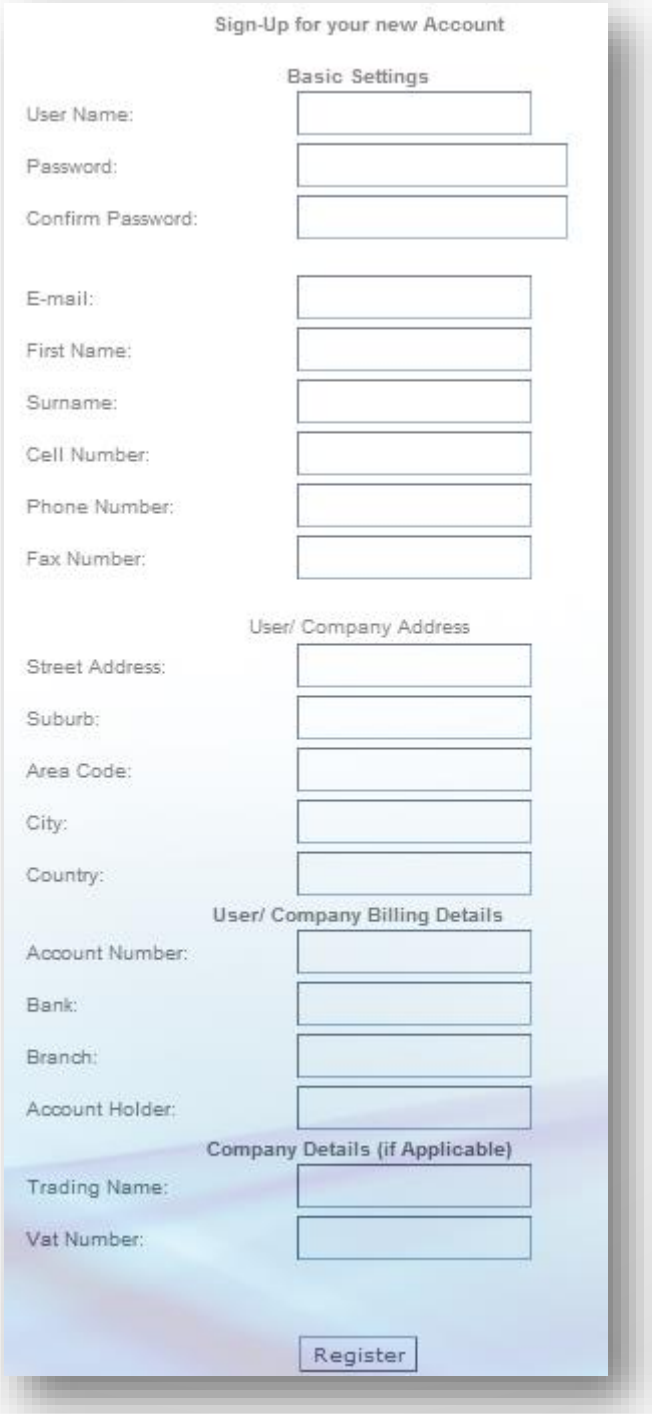
SMSImpi is a keyword-based premium-rated campaign system and is strongly recommended for users with fairly straight forward campaign requirements.

The key features of the product are:

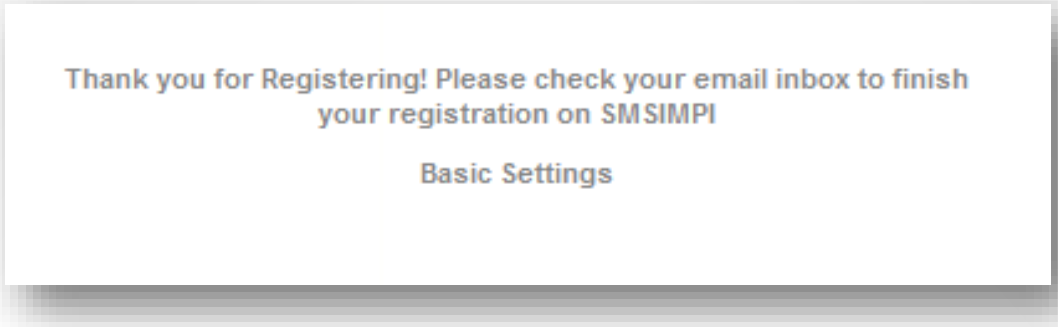
- Easy to set up
- Easy to use
- Easy to manage
- Create and manage your own SMS competitions/campaigns
- Campaigns can be loaded and activated within a few minutes
- Campaigns are available to users of all 3 networks, Vodacom / MTN / Cell C and Telkom Mobile
- The system uses a 5-digit short codes – each short code denoting a different price band (SMS value)
- 13 premium rated price bands – from R1 to R30
- Use keywords to identify your campaigns - customers will SMS the keywords, followed by any other info you may require (e.g. Name or Answer)
- Full SMS tracking/search
- Comprehensive reporting
- Own Dedicated short code available on request

1. Register as a SMSimpi user

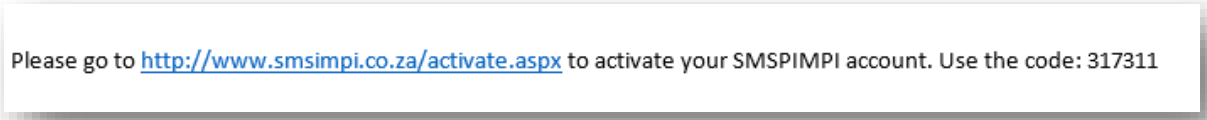
- Go to www.smsimpi.co.za
- Click on “Get a UserID” in the top right hand corner
- The registration form will be displayed



- Complete the form. (Please protect your User name and Password)
- Click the REGISTER button and you will see this displayed on screen:



- Wait for the email before continuing with further steps
- Once you have received an email from – noreply@smsimpi.co.za with the following –



- Please click on the link and fill in your username, password and code (The code sent via email).
- Click on "Activate account"

You are now ready to begin your journey on SMSimpi

For more technical support please contact support@stouf.com

2. Log in as a User

- Please ensure you have the correct username and password.

Note

The username and password are case sensitive.

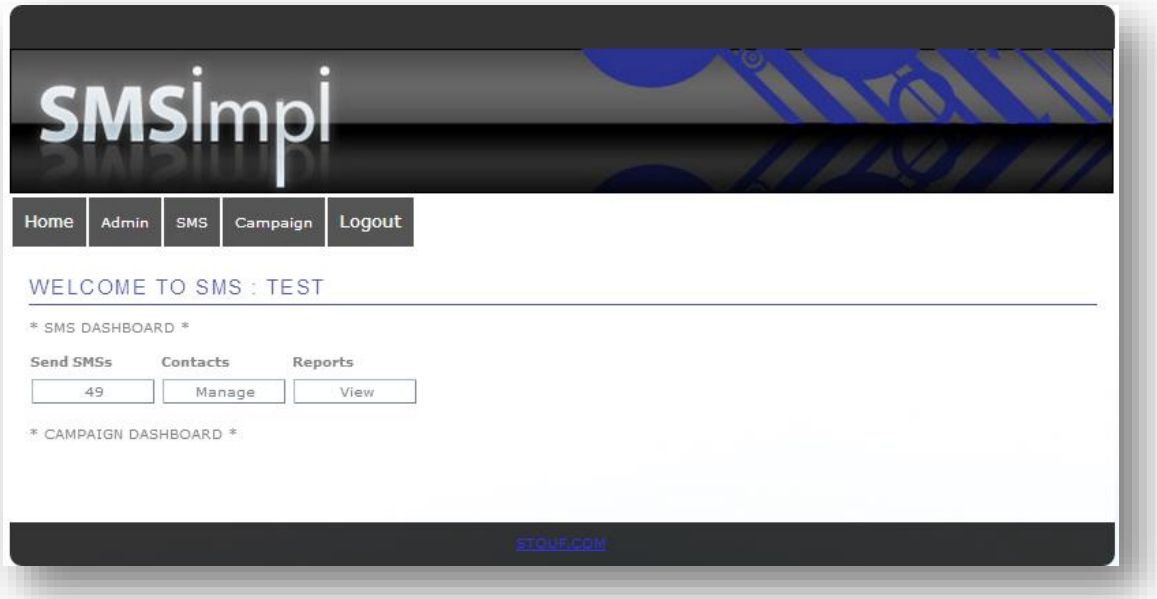
- Go to www.smsimpi.co.za
- Insert the User name and Password
- Click “Log on”

Note

An incorrect Username will result in an “Unknown User” error message.

An incorrect Password will result in an “Invalid Password” error message.

- If you have entered the correct Username and Password, the following message will be displayed



- You can now choose which SMSimpi module you would like to access:
  - Send SMS
  - Manage Contacts
  - SMS Reports
  - SMS Campaigns

3. Update my details

- www.SMSimpi.co.za > Login > Admin > My Details

- Update your information
- Click on “Save“

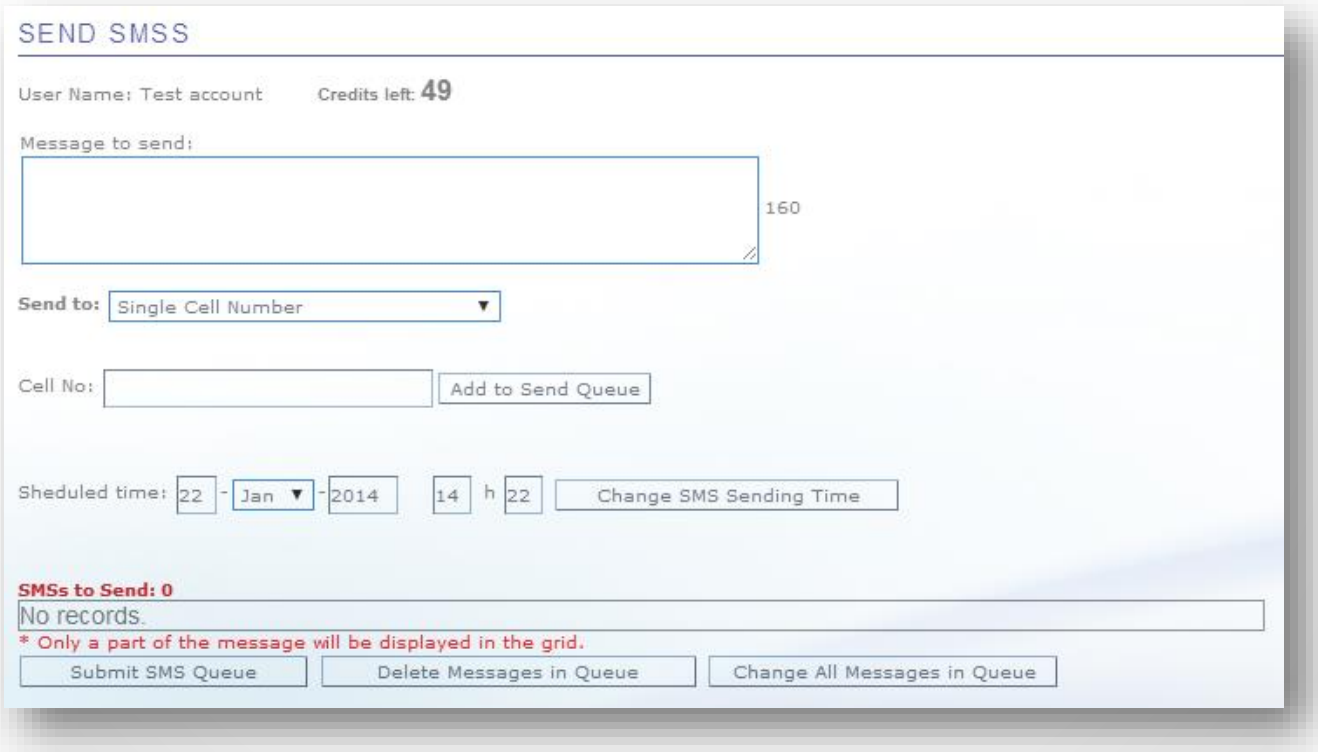
4. Change password

- www.SMSimpi.co.za > Login > Admin > Change Password

- Fill in your new password
- Then confirm your password
- Click on “Change Password”

5. Send SMS (Detailed description pg. 8 -12)

- www.Smsimpi.co.za > Login > SMS > SEND



- Type your message in the “Message to send” box.
- Select who to send to from drop down box next to “Send To”
- Single Cell Number => Enter Number
- Single Contact from my Contacts List => Click on contact from drop down list

- Multiple Contacts from my Contacts List => Hold CTRL key and click on Contacts from drop down list.
- Group(s) => Click on single Group or hold CTRL key and click on selected Groups.
- Cell Numbers from File => Click on "Browse" and search for previously created file
- Campaigns => Click on single Campaign or hold CTRL key and click on selected Campaigns

Note

* Will automatically create sender list to all subscribers that have responded to Specific Campaign.

- Click on "Add to Send Queue" to load the job.
- You will notice "SMS's to Send" has changed from 0 to the number of people you will be sending an SMS to.
- If you are happy and do not need to edit or delete from your queue, click on "Submit SMS Queue" to send your SMS's

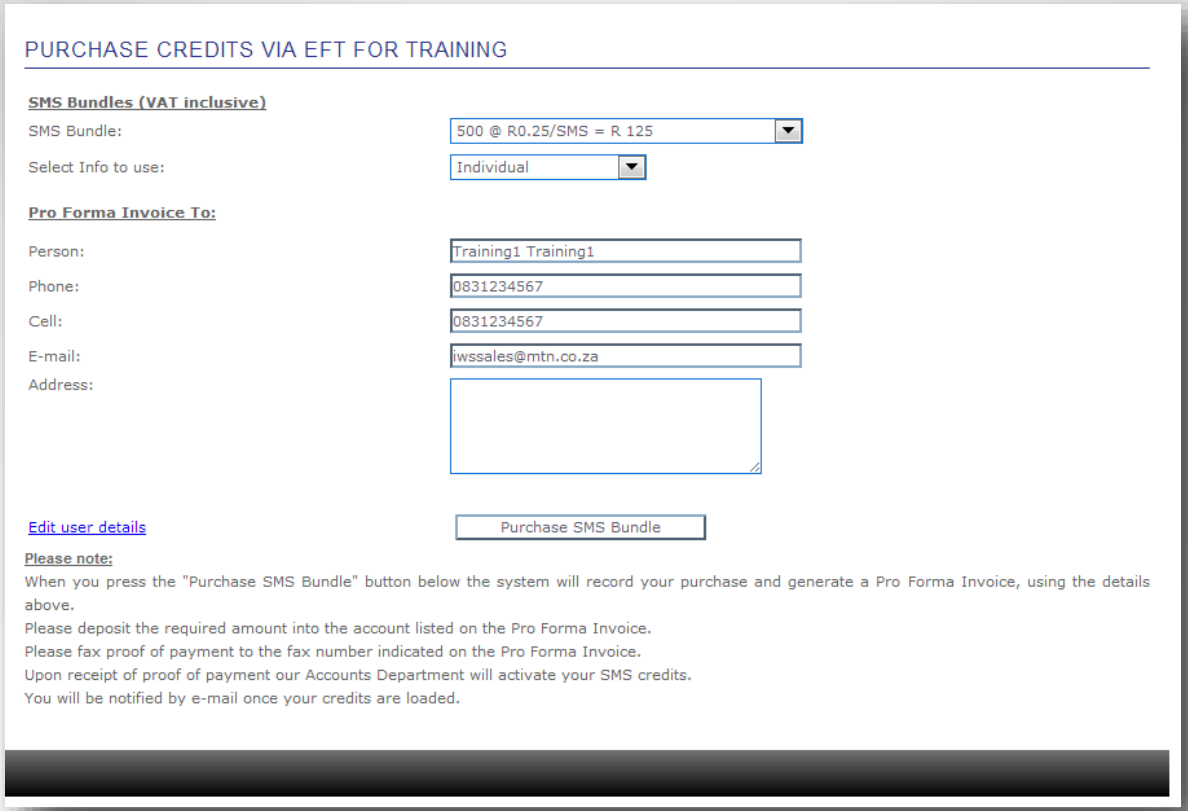
5. 1 Purchase SMSimpi Credits

- www.SMSimpi.co.za > Login > Admin > Credits > Purchase Credits
- Form displayed on next page of Manual (Page 9)

- Click on the drop down box next to "SMS Bundle" – Select the amount of SMSimpi Credits
- Click on the drop down box next to "Select Info to use" – Select whether the purchase if for the Company or Individual use.
- Fill in the required information
- Click on "Purchase SMS Bundle" to register the purchase with Stouf's Administration Department.

- SMSimpi will display a printable pro-forma invoice with a reference number, the amount payable, Stouf's banking details and the fax number/email address.

- Purchase Credits display



PURCHASE CREDITS VIA EFT FOR TRAINING

SMS Bundles (VAT inclusive)

SMS Bundle: 500 @ R0.25/SMS = R 125

Select Info to use: Individual

Pro Forma Invoice To:

Person: Training1 Training1

Phone: 0831234567

Cell: 0831234567

E-mail: iwssales@mtn.co.za

Address:

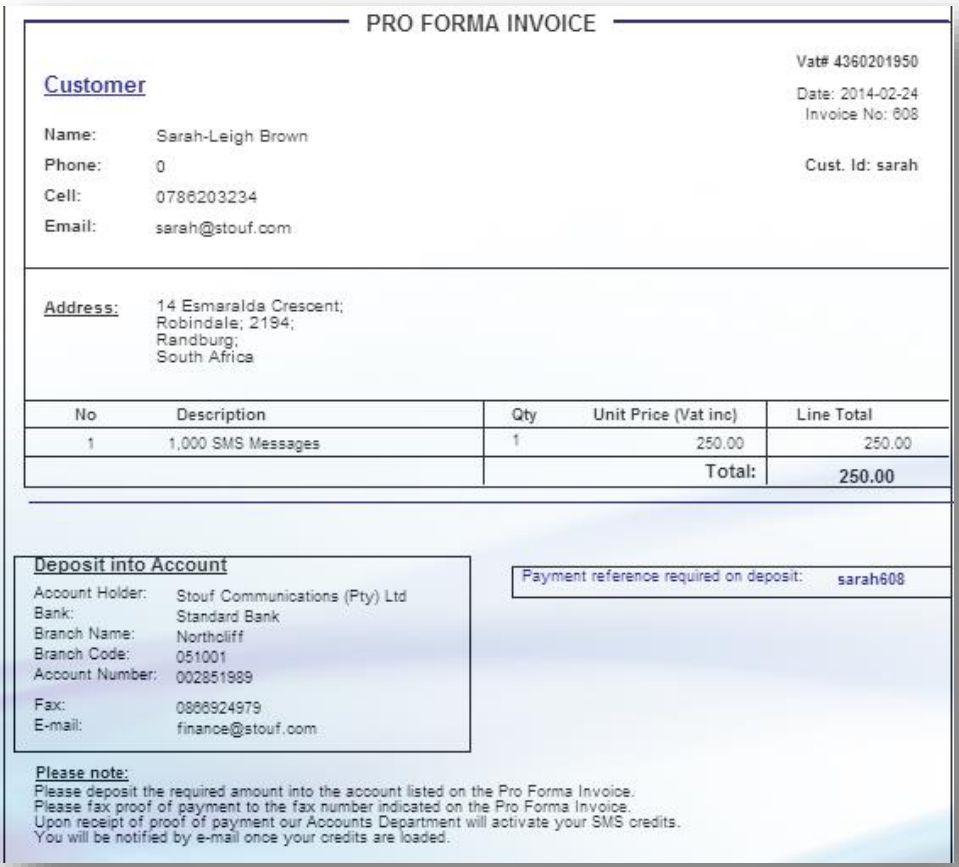
Edit user details

Purchase SMS Bundle

Please note:

When you press the "Purchase SMS Bundle" button below the system will record your purchase and generate a Pro Forma Invoice, using the details above.
Please deposit the required amount into the account listed on the Pro Forma Invoice.
Please fax proof of payment to the fax number indicated on the Pro Forma Invoice.
Upon receipt of proof of payment our Accounts Department will activate your SMS credits.
You will be notified by e-mail once your credits are loaded.

- Pro-Forma invoice display



PRO FORMA INVOICE

Vat# 4360201950

Date: 2014-02-24
Invoice No: 608

Customer

Name: Sarah-Leigh Brown
Phone: 0
Cell: 0786203234
Email: sarah@stouf.com

Cust. Id: sarah

Address: 14 Esmaralda Crescent;
Robindale; 2194;
Randburg;
South Africa

No	Description	Qty	Unit Price (Vat inc)	Line Total
1	1,000 SMS Messages	1	250.00	250.00
			Total:	250.00

Deposit into Account

Account Holder: Stouf Communications (Pty) Ltd
Bank: Standard Bank
Branch Name: Northcliff
Branch Code: 051001
Account Number: 002851989

Fax: 0866924979
E-mail: finance@stouf.com

Payment reference required on deposit: sarah608

Please note:
Please deposit the required amount into the account listed on the Pro Forma Invoice.
Please fax proof of payment to the fax number indicated on the Pro Forma Invoice.
Upon receipt of proof of payment our Accounts Department will activate your SMS credits.
You will be notified by e-mail once your credits are loaded.

- Deposit the amount payable into Stouf Communication's bank account. Insert your Username as the reference number in the deposit reference area on the bank deposit slip / EFT form.
- Fax/ Email the proof of payment to the Stouf administration fax number listed on the pro-forma invoice; or request your bank EFT system to email the proof of deposit to **finance@stouf.com** . When Stouf's administration receives the proof of payment, your account will be credited with the SMS credits purchased.
- You will be notified by email once your credits are loaded.

5. 2 Edit Contacts

- www.SMSimpi.co.za > Login > SMS > Manage

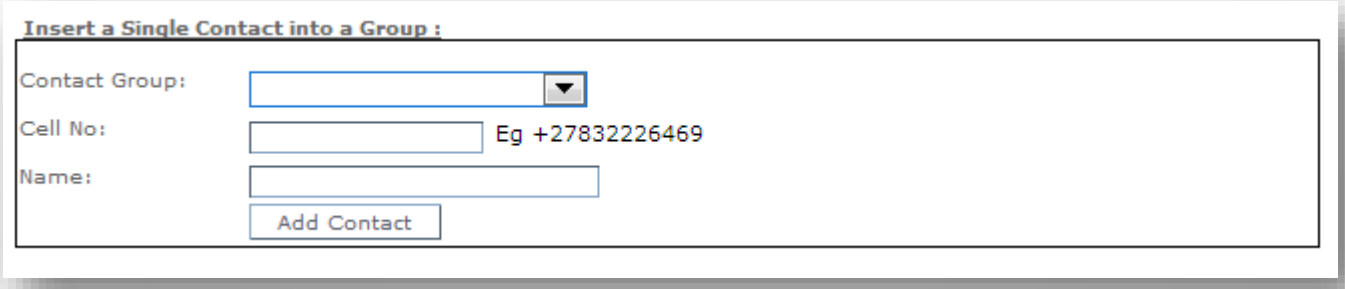
Note

1) All SMS Contacts must belong to a Group(s)
2) To enter a new Contact you must first Select an existing Group or add a new Group

- Select "Group" from drop down list.

5. 2.1 Add new contact/s

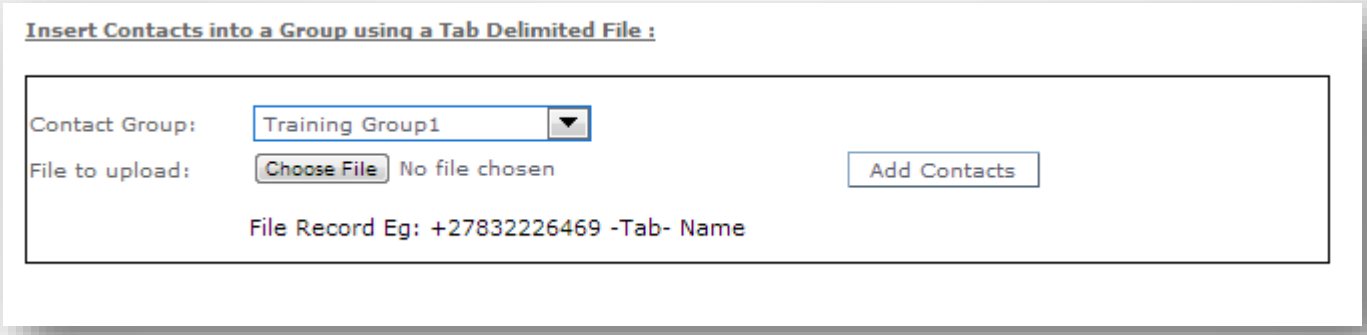
- www.SMSimpi.co.za > Login > SMS > Manage > go to "Insert a Single Contact into a Group :"



- Enter details in all fields, then click "Add Contact"
- You can Edit and/or Delete selected contacts

5. 2.2 Load contacts from file

- www.SMSimpi.co.za > Login > SMS > Manage > go to “Insert Contacts into a Group using a Tab Delimited File :”



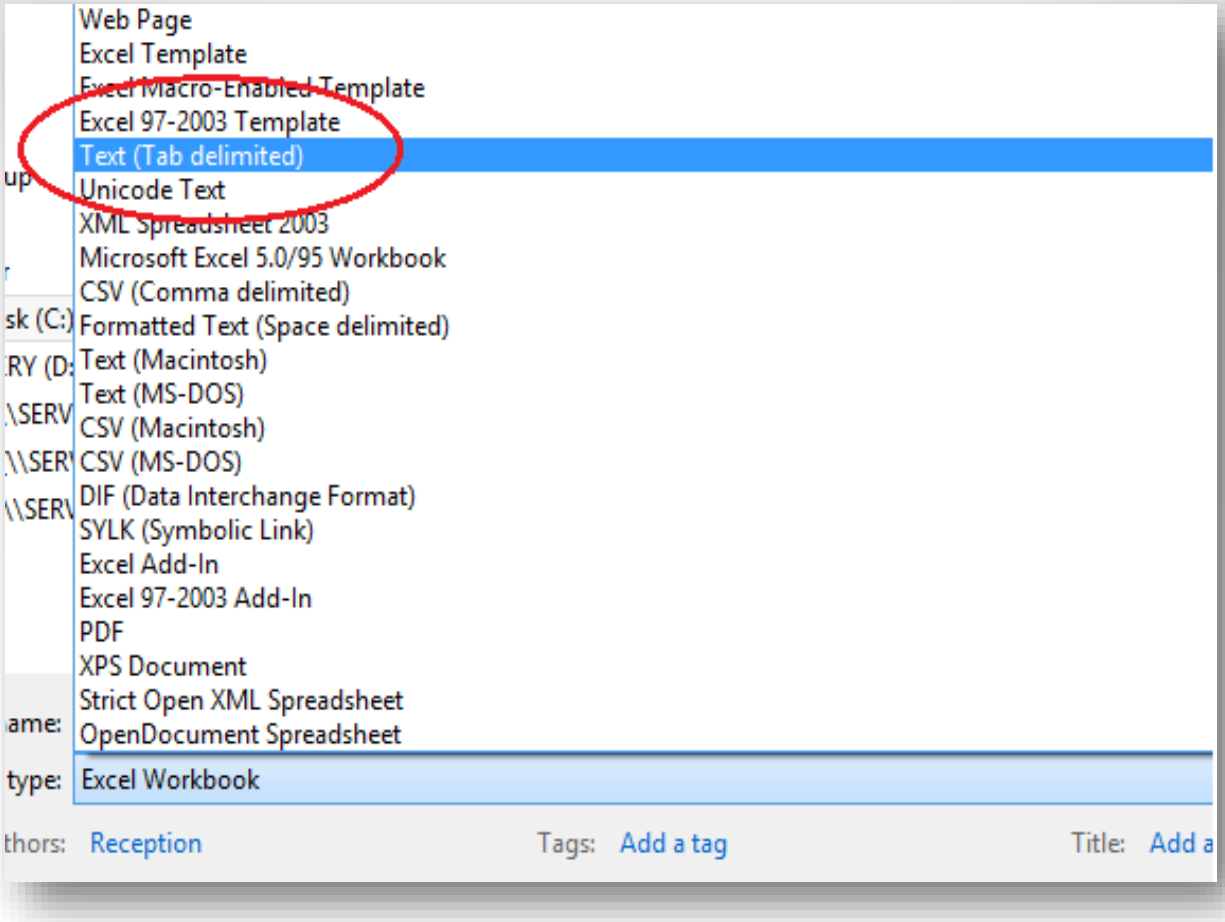
Note

First make sure your file is correct before uploading!

- Create your list of cellphone numbers in an excel spreadsheet
  - **Sheet name must remain as “Sheet 1”**
- Make sure your cell phone numbers start with “+27” or “27” and in Column “A”
- Make sure your clients name is in Column “B”

	A	B	C
1	+27844470142	Support	
2	+27117829720	Office number	
3	+27866924979	Fax number	
4			
5			

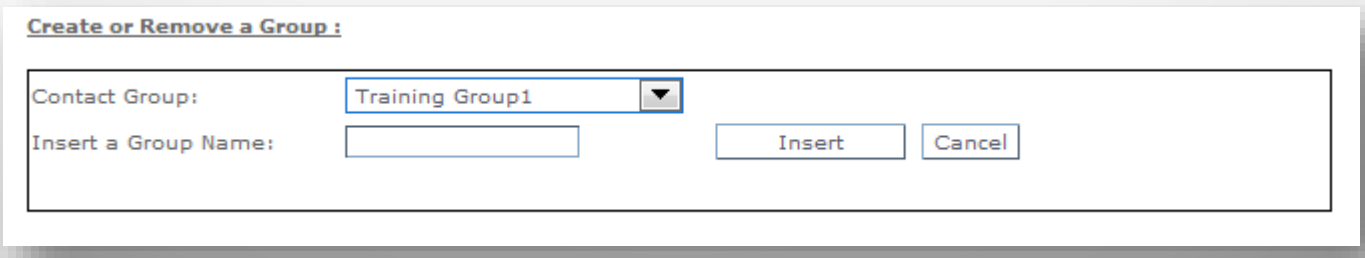
- Save your excel file as “Text (Tab delimited)”



- Select your “Contact Group”
- File to upload, click on “Browse” and select the Tab delimited file.
- Now click on “Add Contacts”

5. 2.3 Add new contact group

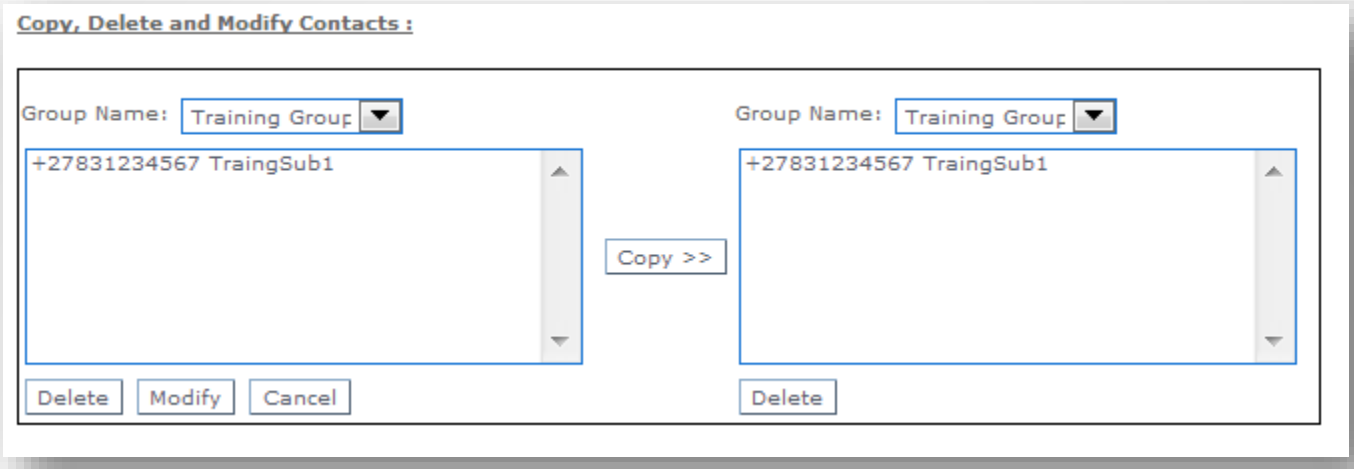
- www.SMSimpi.co.za > Login > SMS > Manage > go to “Create or Remove a Group:”



- Click on " Create a Group", Enter name in the " Insert Group Name" box and click on "Insert".

5. 3 Copy, delete and modify SMS contacts

- www.SMSimpi.co.za > Login > SMS > Manage > go to "Copy, Delete and Modify Contacts :"



- You copy one Group's Contacts to another by selecting the appropriate Group on left drop down, then select the relevant Contacts and simply click on "Copy" to update the Group on right. No duplicates can occur to protect the user from SPAM or unnecessary costs – if a Contact is already in the destination Group, it will simply be overwritten and not duplicated.

5.4 Send single SMS

- www.SMSimpi.co.za > Login > SMS > Send

- "Message to send:" Enter the SMS message you would like to send.
- Select "Single Cell Number" from drop down list in the "Send To" box and enter the cellphone number by "Cell No:" **OR** select "Single Contact from my Contacts List" from drop down list in the "Send To" box and select the contact number from the drop down list in "Contact list".
- Click on "Add to Send Queue"
- Click on "Submit SMS Queue"

5.5 Send SMS to group

- www.SMSimpi.co.za > Login > SMS > Send

- "Message to send:" Enter the SMS message you would like to send.
- Select "Group(s)", "Campaigns" or "Multiple Contacts from my Contacts List" from drop down list in the "Send To" box.

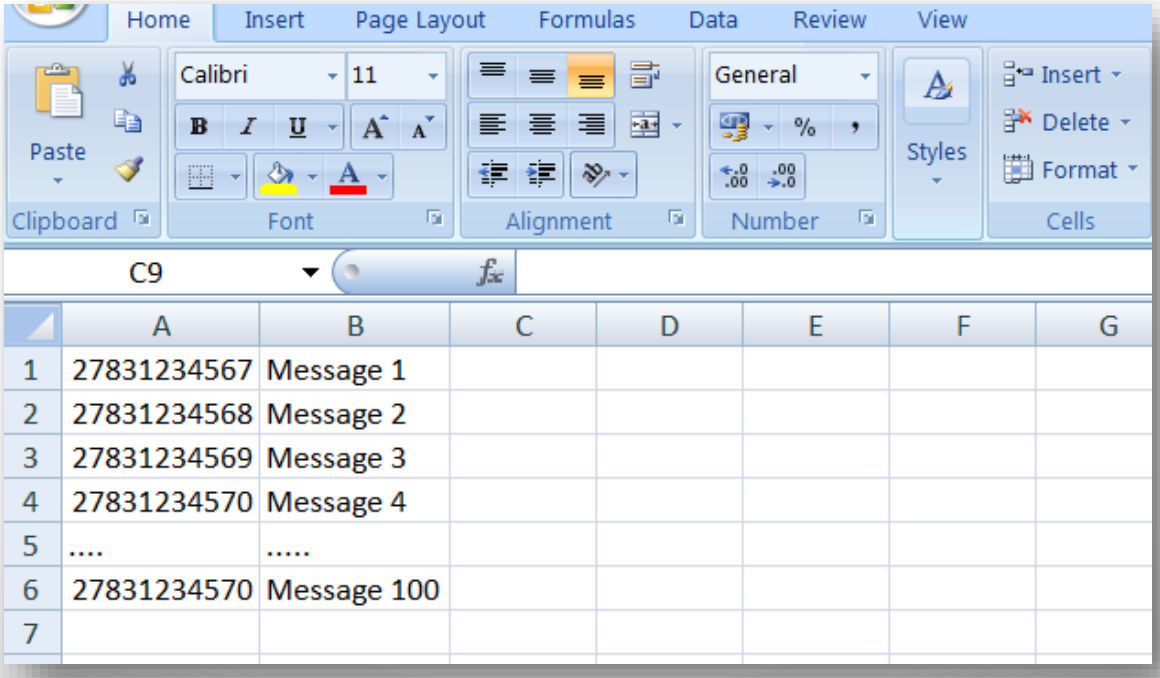
- For **GROUP** or **CAMPAIGN** - Click on the Group or Campaign you would like to send to.
- Click on "Add to Send Queue"

- For **Multiple Contacts from my Contacts List** - Click on the contact number and click on "Add to Send Queue" – Repeat this step until you have selected the multiple contacts you would like to send to

- Click on "Add to Send Queue"

5.6 Send bulk SMS from file

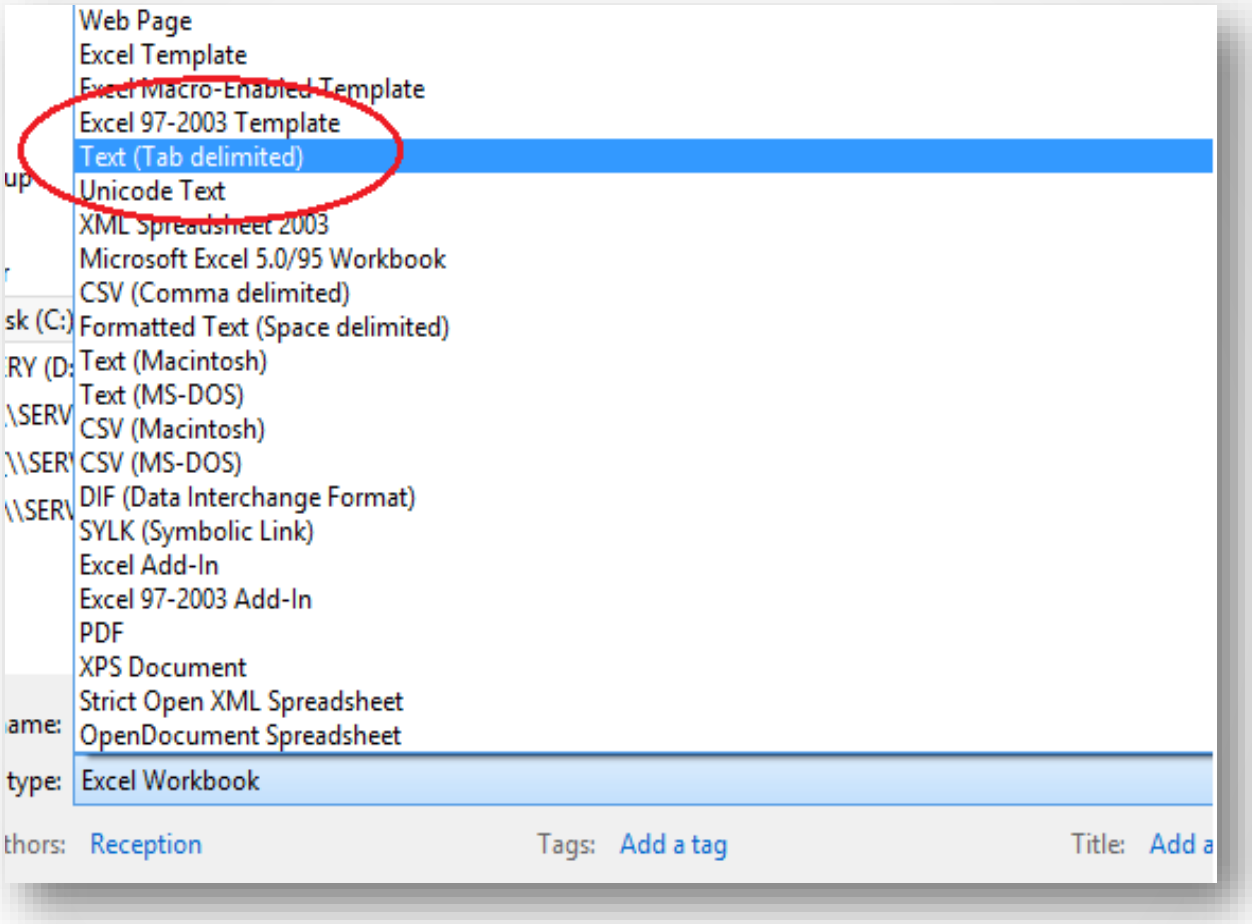
- www.SMSimpi.co.za > Login > SMS > Send
- Create an EXCEL file by capturing the cell numbers and message in the following format:



	A	B	C	D	E	F	G
1	27831234567	Message 1					
2	27831234568	Message 2					
3	27831234569	Message 3					
4	27831234570	Message 4					
5	....	.....					
6	27831234570	Message 100					
7							

- Create your list of cellphone numbers in an excel spreadsheet
- Sheet name must remain as “Sheet 1”
- Make sure your cell phone numbers start with “+27” and in Column “A”
- Make sure your SMS message is in Column “B”

- Save your excel file as “Text (Tab delimited)”



- Select “Cell Numbers from File” from drop down list in the “Send To” box
- Click on “Add to Send Queue”
- Click on “Submit SMS Queue”

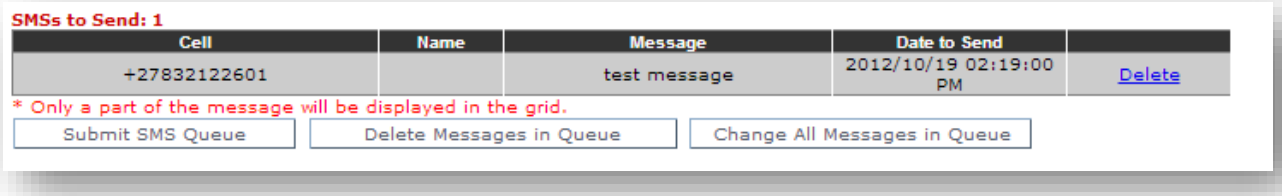
Note

First make sure your file is correct before uploading!

5.7 Delivery schedule

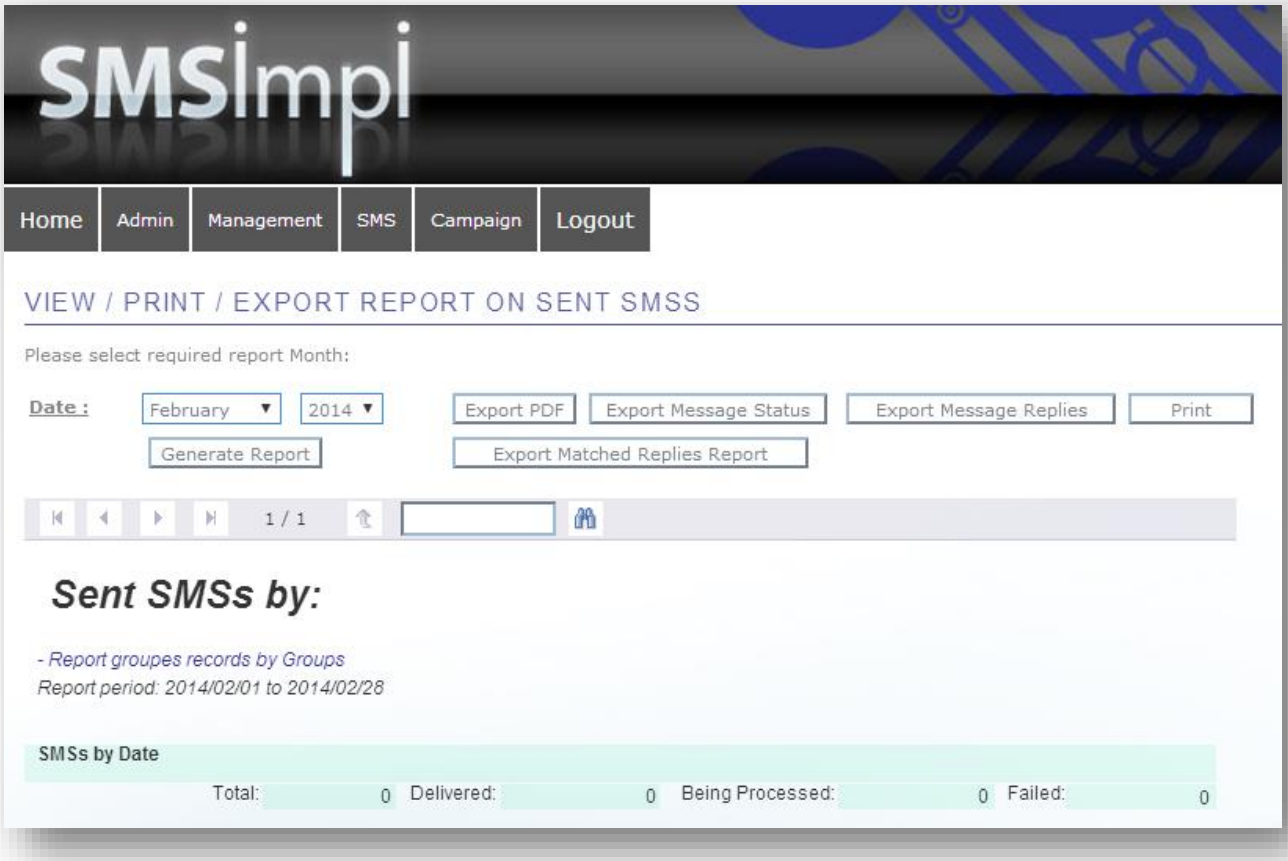
- www.SMSimpi.co.za > Login > SMS > Send

- With this function you can only set a defined scheduled event. If a change is required, then the message must be deleted from the list below
- Select the date and time you want the message to be sent to the network and click "Change SMS Sending Time". The default is immediately if you have enough Credits.
- Click "Delete" to remove the scheduled event.



6. SMS Reports

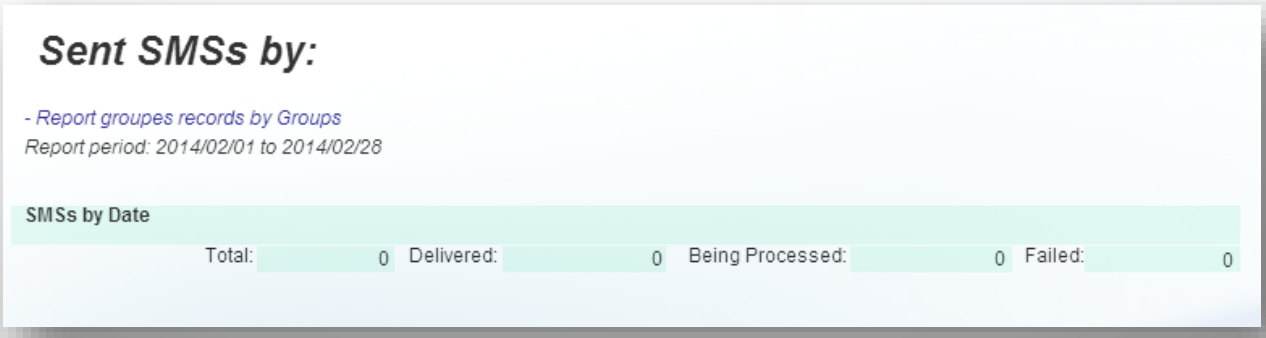
- www.SMSimpi.co.za > Login > SMS > Reports



- Click the relevant buttons to access the different functions.

6.1 SMS Stats

- www.SMSimpi.co.za > Login > SMS > Reports >
- Select a date range and click on “Generate Report”.

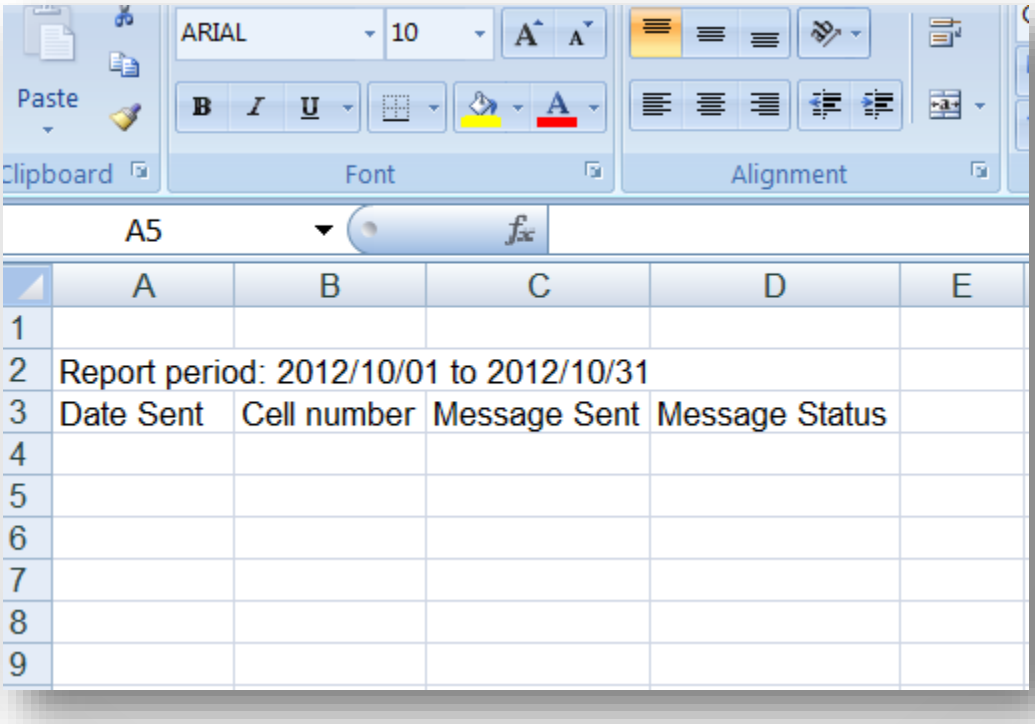


- Output fields
  - Total
  - Delivered
  - Being Processed
  - Failed

6.2 Sent SMS

- www.SMSimpi.co.za > Login > SMS > Reports

- Select a date range and click on “Export Message Status”. An excel spreadsheet will be downloaded named “SMS_Status(1…)”

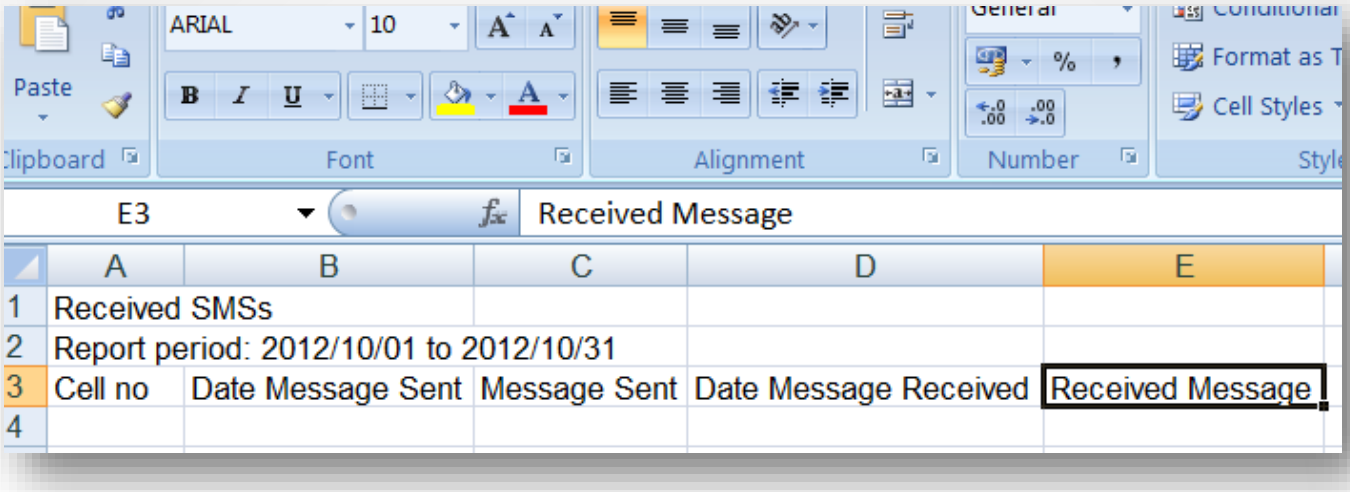


- Output fields
  - Date Sent
  - Cell number
  - Message Sent
  - Message Status

6.3 Replies received to my SMS

- www.SMSimpi.co.za > Login > SMS > Reports

- Select a date range and click on “Export Message Received”. An excel spreadsheet will be downloaded named “SMS_Replies(1…)”.



- Output fields
  - Cell no
  - Date Message Sent
  - Message Sent
  - Date Message Received
  - Received Message

6.4 SMS Inbox

- www.SMSimpi.co.za > Login > SMS > SMS Inbox

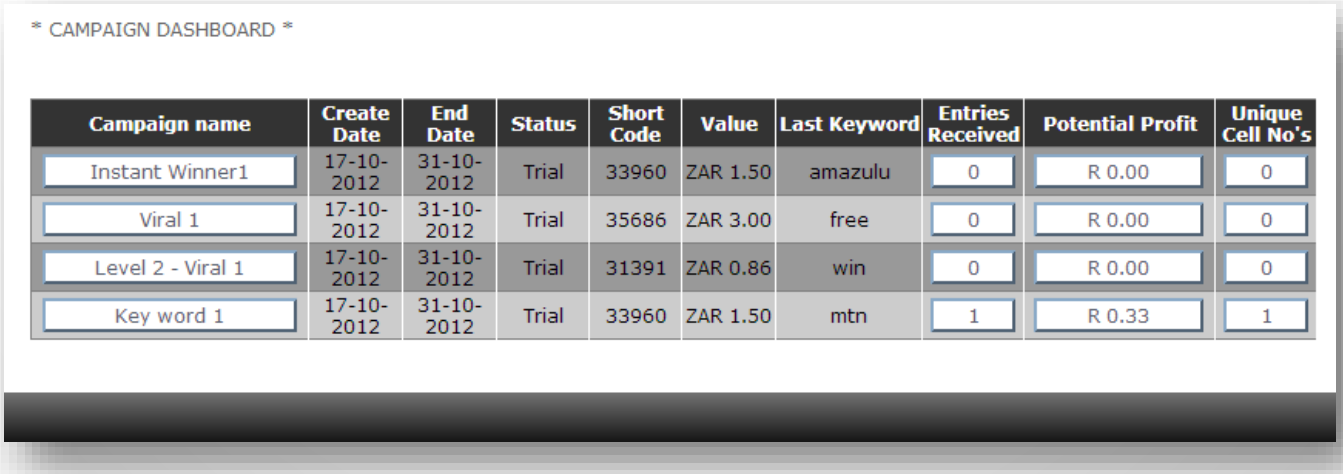
- This feature allows you to search for any replies to any message you sent and not original messages to any of your Campaigns; however, it may include a reply to any automated response to any Campaign. Thus it is a very useful tool to track customer experiences.

7. SMS Campaigns

- www.SMSimpi.co.za > Login > Campaign

7. 1 Campaign Dashboard

- www.SMSimpi.co.za > Login

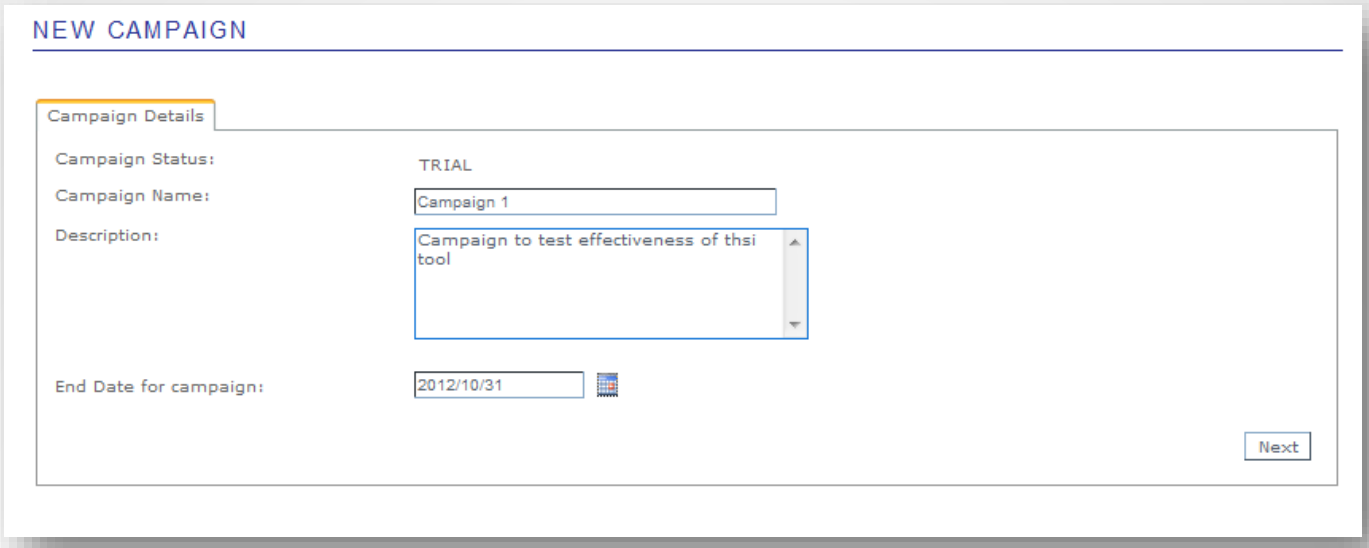


* CAMPAIGN DASHBOARD *

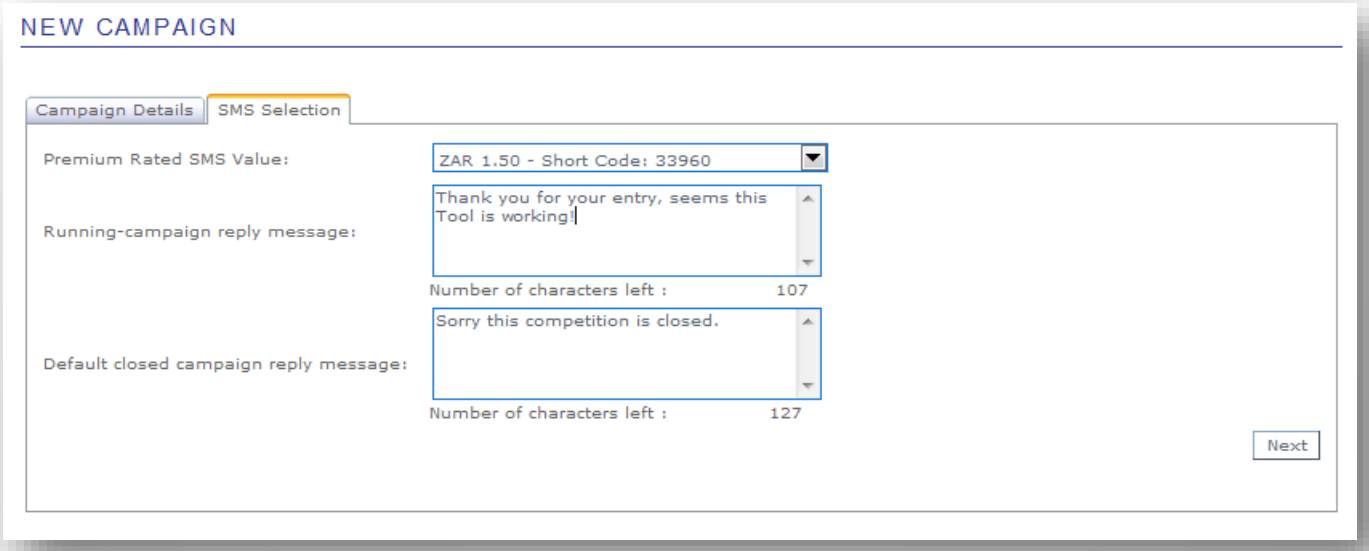
Campaign name	Create Date	End Date	Status	Short Code	Value	Last Keyword	Entries Received	Potential Profit	Unique Cell No's
Instant Winner1	17-10-2012	31-10-2012	Trial	33960	ZAR 1.50	amazulu	0	R 0.00	0
Viral 1	17-10-2012	31-10-2012	Trial	35686	ZAR 3.00	free	0	R 0.00	0
Level 2 - Viral 1	17-10-2012	31-10-2012	Trial	31391	ZAR 0.86	win	0	R 0.00	0
Key word 1	17-10-2012	31-10-2012	Trial	33960	ZAR 1.50	mtn	1	R 0.33	1

7. 2 New Campaign

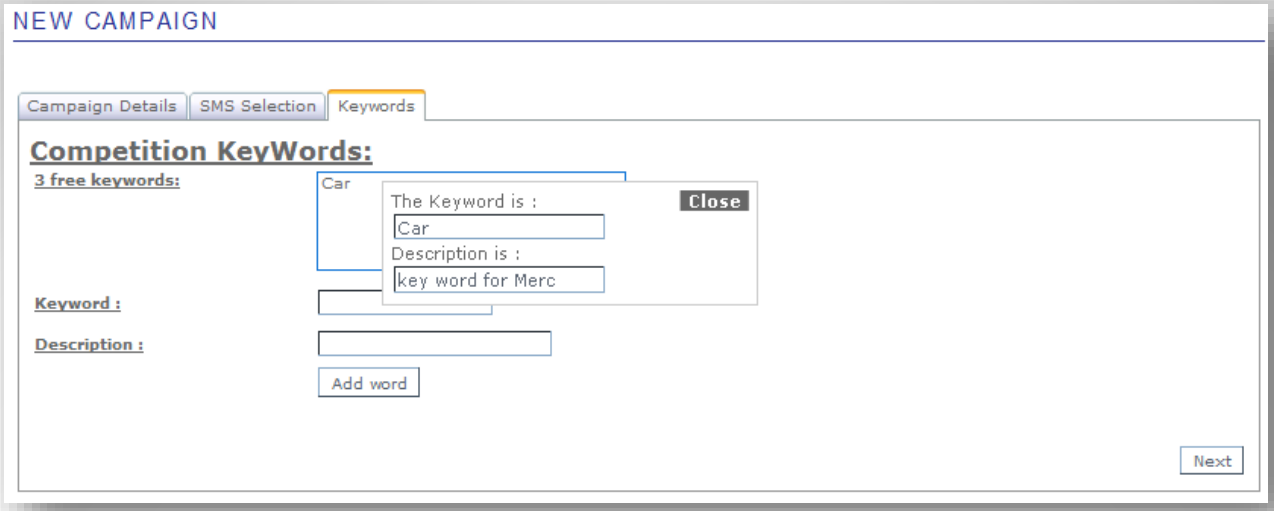
- www.SMSimpi.co.za > Login > Campaign > New Campaign > Create a new keyword based campaign



- Enter your Campaign Name and a short description of what the Campaign will be about.
- Select a Start and end date for your Campaign.
- Click on Next


NEW CAMPAIGN
Campaign Details
SMS Selection
Premium Rated SMS Value:
ZAR 1.50 - Short Code: 33960
Running-campaign reply message:
Thank you for your entry, seems this Tool is working!
Number of characters left : 107
Default closed campaign reply message:
Sorry this competition is closed.
Number of characters left : 127
Next

- Select the tariff you would like to use (From R 0.86 up to R30.00).
- Capture your auto response message for all entries.
- Click Next

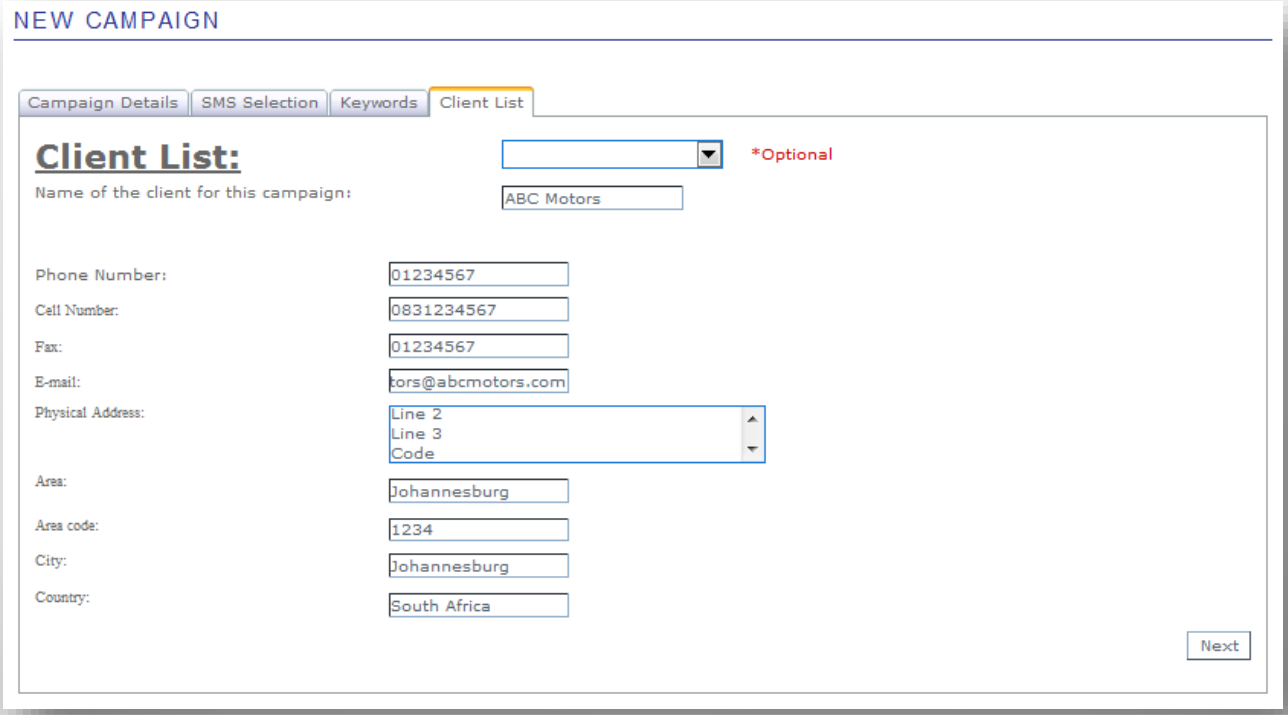


- Please capture the key words that must be used for entries to this specific Campaign.

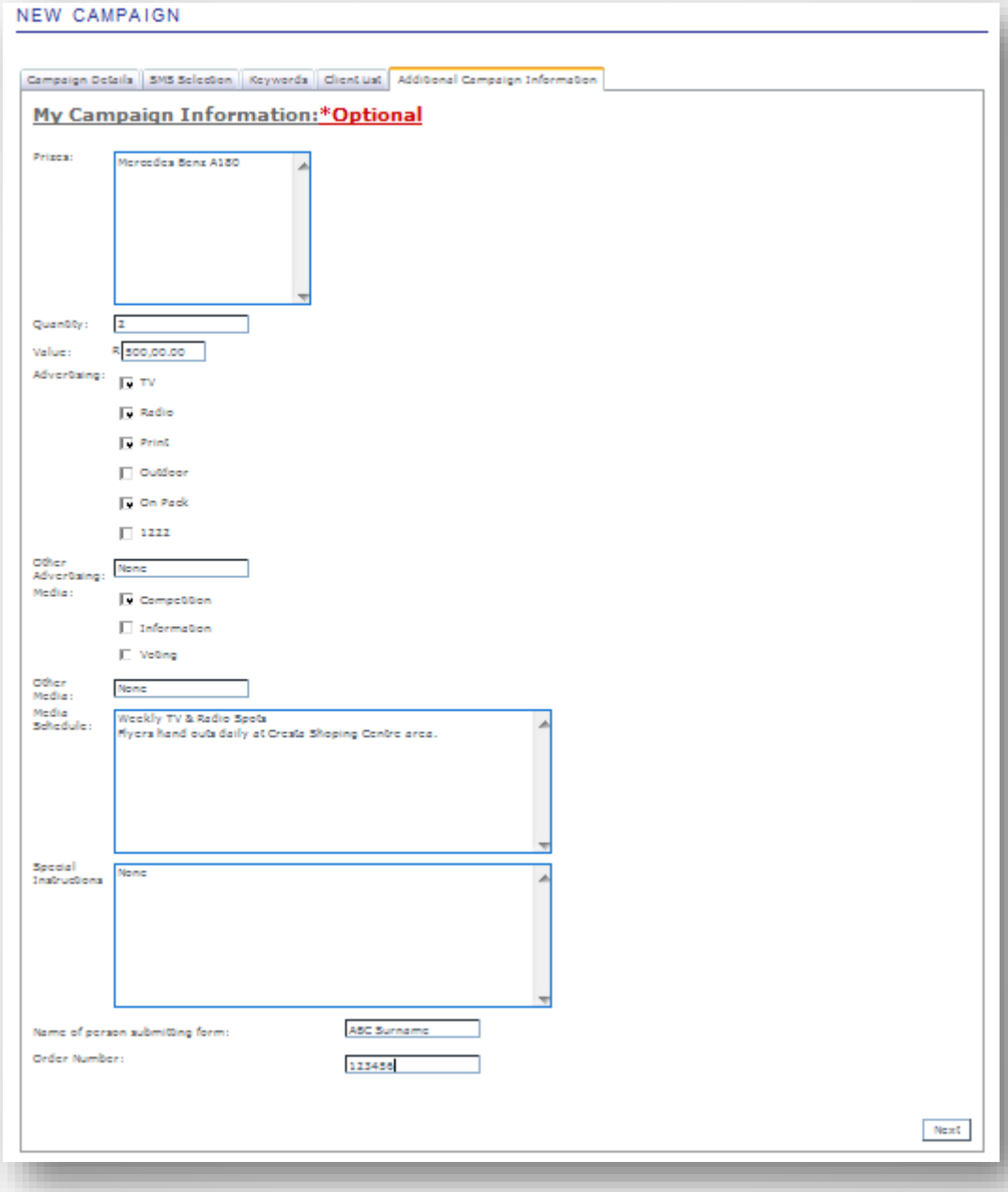
Note

All keywords are to be 1 word! I.E “Win”
DO NOT MAKE YOUR KEYWORD I.E “Win (Space) 1”

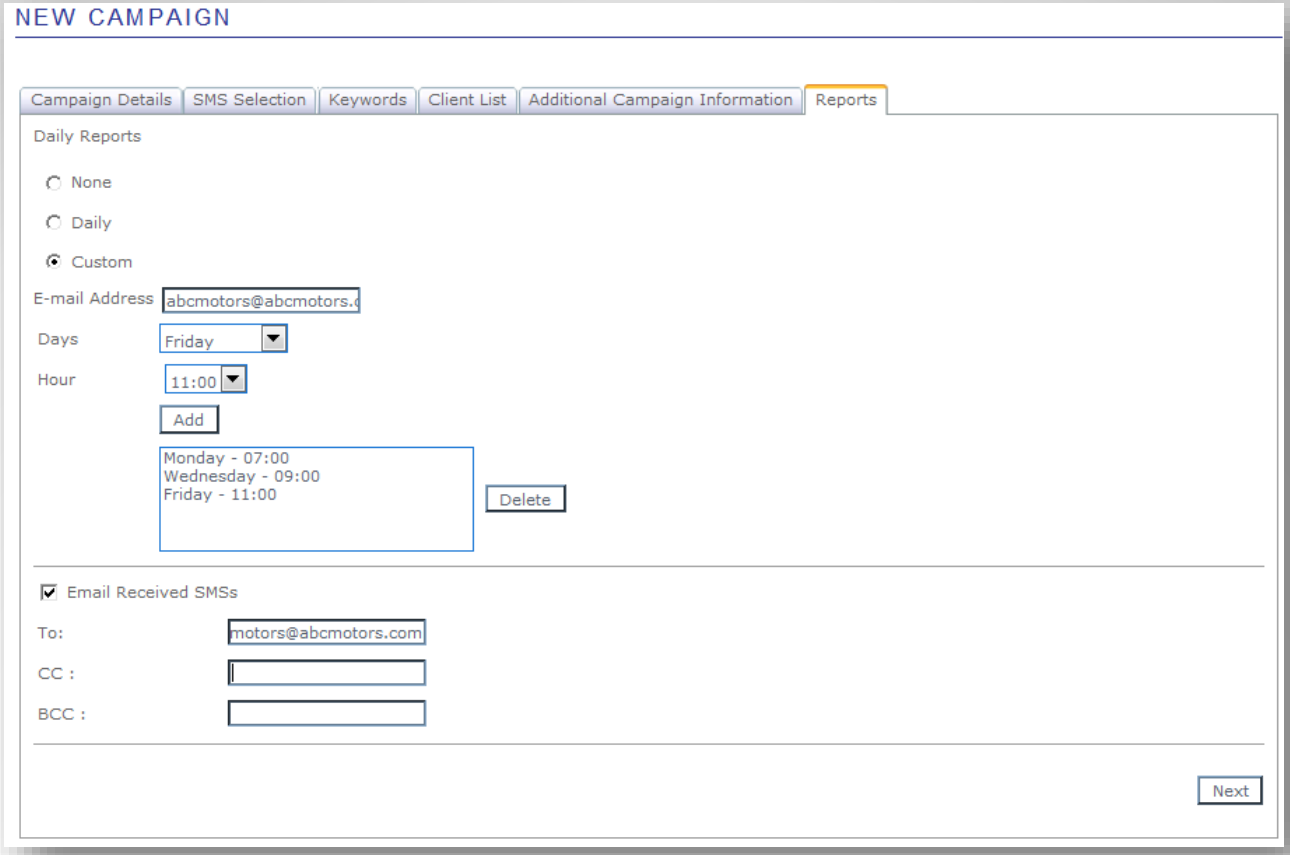
- The system uses shared key words and you have to use key words to differentiate your entries from other Campaign entries.
- Add detail in the description field for your open reference.
- You can add 3 FREE keywords & delete when you no longer require them.
- Click on Next



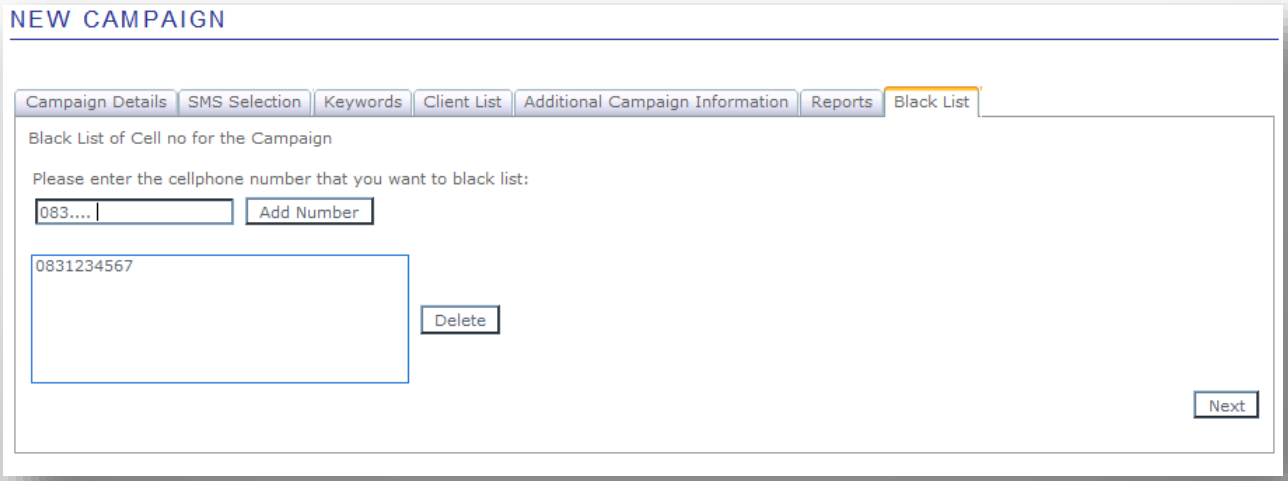
- This is optional, yet recommended to use for audit and tracking purposes.
- You now select an existing Customer or capture new Customer details who the Campaign is for.
- Click Next



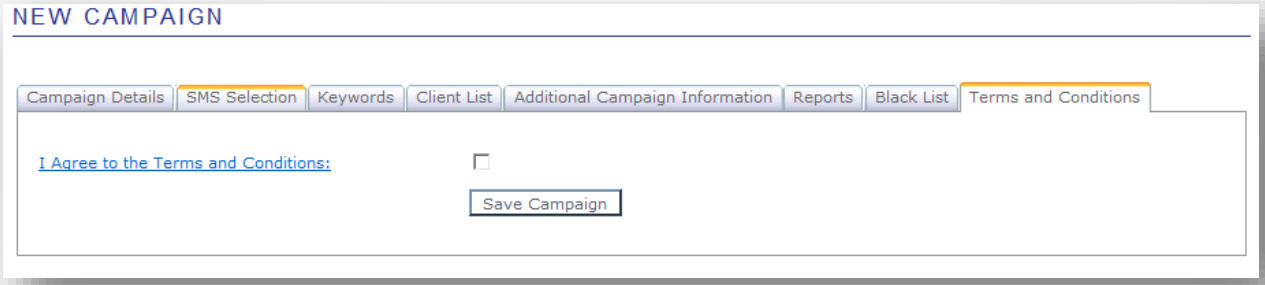
- This is optional, yet recommended to use for audit and tracking purposes
- The following tab is an additional Campaign information tab for more information specific to this Campaign that could provide useful if queries arise.
- Click Next



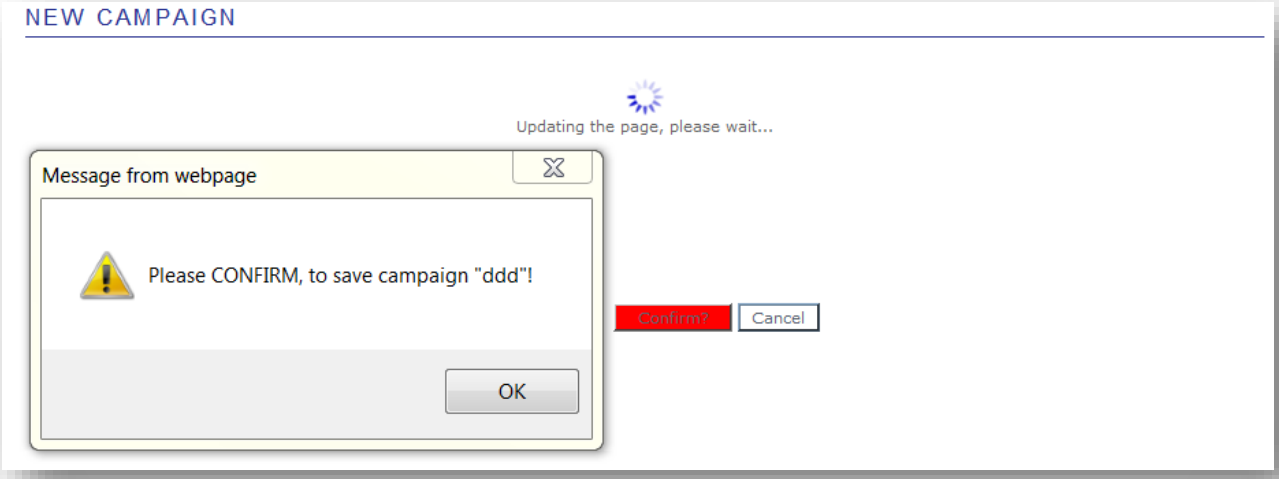
- You can set up automated reports on your campaign.
- Daily means a daily report of all entries sent at 08h00 to specified email address.
- Custom means you can set up when in the week you would like to receive the report to the specified email address.
- You can also request to be sent the SMS via Email for every entry received by selecting the "Email Received SMS's" tab further below.
- Click Next



- You have the option to enter previously Black listed numbers in this area which will ensure that these numbers are not entered in any way.
- These entrants will not receive any notification of attempt to enter either.
- Click Next



- Accept the Terms and Conditions
- Click on Save Campaign

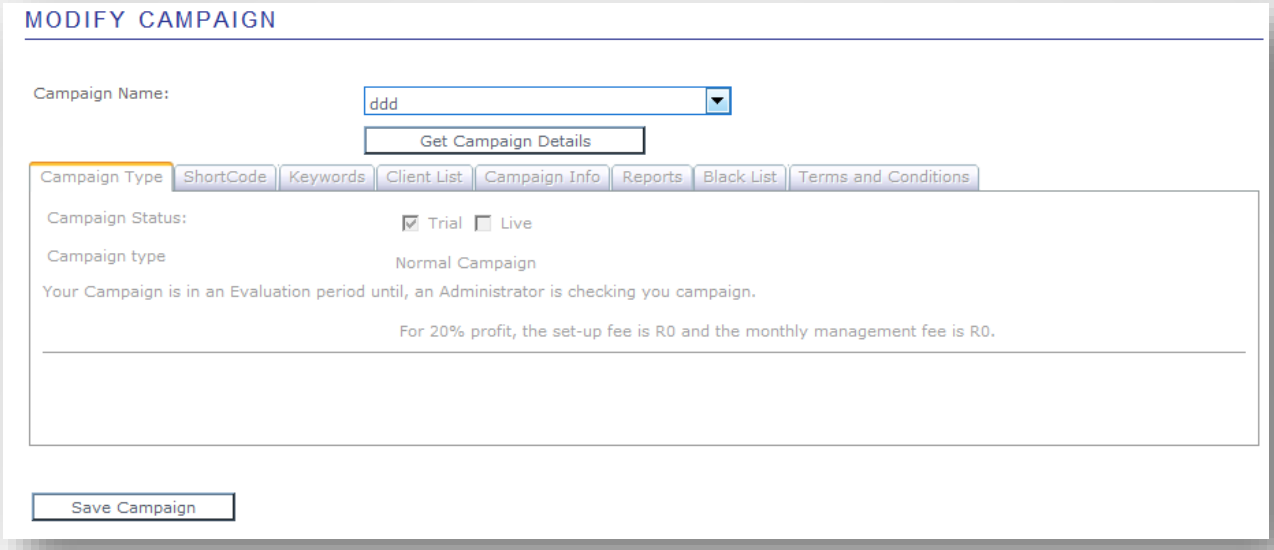


- Click “OK” and then the red highlighted button “Confirm” to save Campaign details.

Congratulations, Your Campaign is now in Market!

7.3 Manage Campaign

- www.SMSimpi.co.za > Login > Campaign > Manage campaign
- This feature allows you to update, cancel or extend your campaign which is the same clicking on the Campaign name on the dashboard.



7.4 Campaign Reports

- www.SMSimpi.co.za > Login > Campaign > Campaign Reports > Received SMS for Campaign

- Select a campaign from "Campaigns " drop down list.
- Select a keyword from "Keywords" drop down list.
- Select a date range and click on "Export: Campaign Report". A PDF file will be downloaded named "Campaign Report"

7.4.1 Received SMS for Campaign

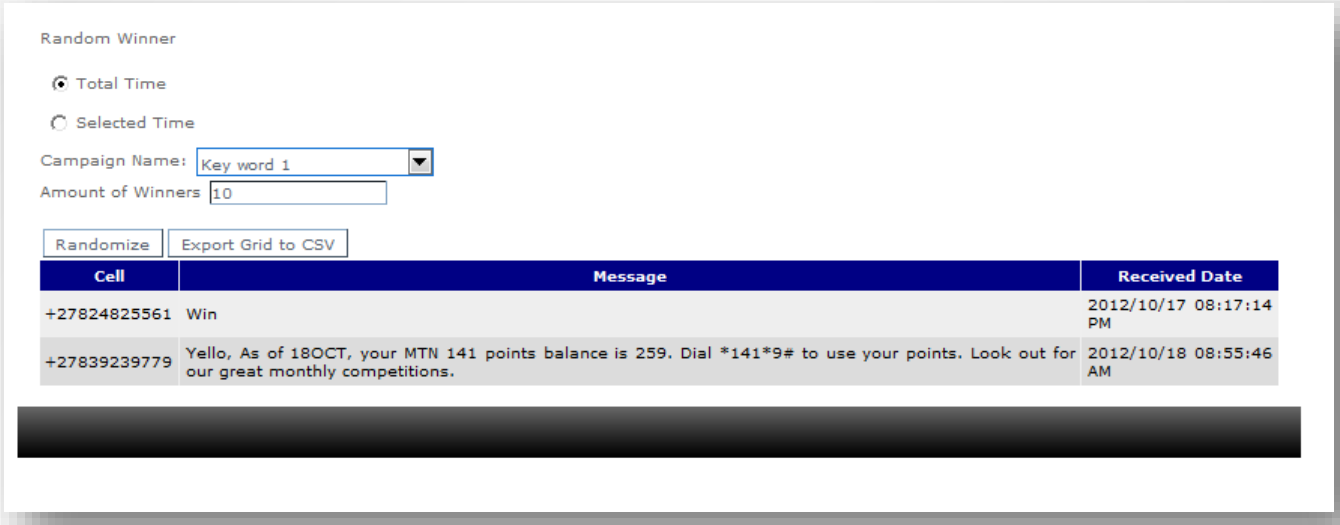
- www.SMSimpi.co.za > Login > Campaign > Campaign Reports > Received SMS for Campaign

- Select a campaign from "Campaigns " drop down list.
- Select a keyword from "Keywords" drop down list.
- Select a date range and click on "Export : Received SMSs". An excel spreadsheet will be downloaded named "Received_SMS(1…)"

7.4.2 Random Winner

- wwww.SMSimpi.co.za > Login > Campaign > Random Winner

- This feature allows you to draw any random MSISDN in any campaign manually and on an ad hoc basis, irrespective what type it is.



Who is Stouf Communications (Pty) Ltd?

Stouf is anything and everything in mobile marketing. It established itself as an industry leader in the development and sale of enterprise-wide mobile data solutions which are marketed locally and internationally. Furthermore, we have strong links to the South African network operators; networks in Africa and a significant number of global networks.

To our clients this simply means that with Stouf Communications you can implement cost effective communication processes using SMS and MMS to talk to your customers, suppliers and staff no matter where they may be.

Our strategic focus is on the development and implementation of cutting-edge mobile data solutions. We strive to ensure longevity by keeping ahead of the curve in this extremely competitive market. To date, since 2002 we have succeeded in achieving this goal.

We were founded on the 29th of September 2002.

We are currently based in Randburg.

Managing Director: Pierre van Rensburg
Financial Director: Duncan Martin
IT Director: Evan de Swardt

We sponsor:
The South African Ballet Theatre
The Boikanyo Foundation
National Sea Rescue Institute
Compass
SADAG
Jhb care for the aged
FORA

WASPA
Wireless Application Service Providers Association

www.waspa.org.za

Stouf Communications is a full WASPA member